



Graduate
Management
Admission
Council™

Media Solutions Case Study: **Copenhagen Business School**



Content Marketing Drives Business School Awareness & Lead Generation

103%

uplift in prompted awareness

A study conducted in early 2023 proves just how powerful content marketing is for business schools. In fact, it can play an integral role in increasing a school's awareness and generating strong leads.

These results are not an anomaly. This new study for Copenhagen Business School backs up the findings of a previous study done in 2021 for Tsinghua University. The study found that content marketing drove a 103% uplift in prompted awareness of the Tsinghua University's MBA program – among other positive findings.



The study measured the impact of sponsored articles

BusinessBecause has been partnering with Copenhagen Business School since 2022 to conceive, write and publish sponsored articles that highlight the benefit of an MBA. The goal was to improve awareness and consideration of the university.

We engaged research partner Differentology to independently oversee fieldwork and data analysis. They used a forced exposure methodology, in which some respondents were exposed to Copenhagen Business School articles using a mock-up of the Business Because website while taking a 10-minute survey.

Results were compared between control (not exposed to articles), test (exposed to articles), and test recall (exposed to articles and recalled seeing similar articles from Copenhagen Business School recently) to understand the effectiveness of the articles.

Key demographics were equally matched across the groups to ensure no differences that could affect results. Respondents were a prime target audience for business schools:

Respondents reported that the articles were clear, memorable, informative, and made them feel more positive about Copenhagen Business School

74%

said they intended to start business school in the next year

99%

had at least three years of work experience

51%

had taken the GMAT and 38% intended to take it



Awareness of the school increased significantly

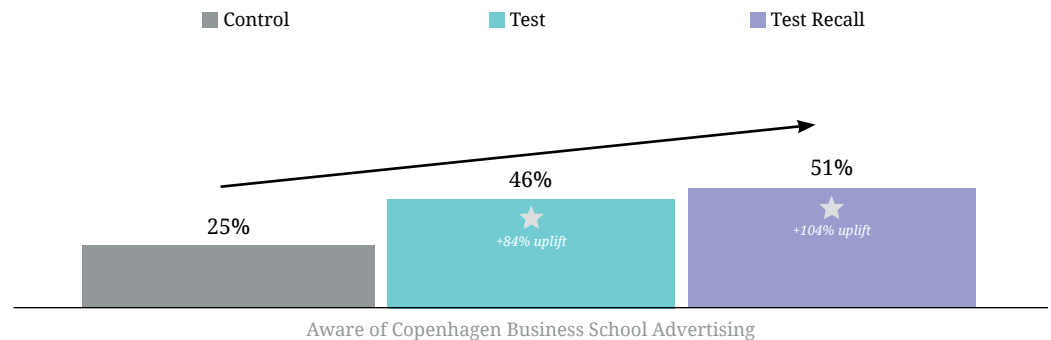
The study showed that articles were memorable and increased awareness of the university.

Nearly half of test (46%) and more than half of test recall (51%) respondents were aware of recent Copenhagen Business School advertising, a significant increase from control (25%).

Additionally, almost no respondents in the control group were aware of the university before being prompted, but 22% of test respondents were.

Prompted Advertising Awareness

Over 4 in 10 exposed respondents, and over half of respondents who recalled THE articles WERE AWARE OF RECENT Copenhagen Business School advertising, a significant increase from control in both cases



Q4 Have you seen or heard any advertising (including sponsorship and promotions) for any of the following universities that offer MBA programmes recently? – Copenhagen Business School

Base – All respondents. Control (150), Test (150), Test Recall (76)

★ Significantly different from Control respondents at 5% level in a one tailed test



97%

of both test and test recall respondents said they were more likely to consider Copenhagen Business School after reading the articles

Articles boosted consideration

Although consideration of Copenhagen Business School's MBA Programme was already high, there was a significant uplift from Control to Test (7%) and Test Recall (10%) for extreme likelihood to consider.

An impressive 97% of both test and test recall respondents said they were more likely to consider Copenhagen Business School after reading the articles.



99%

of test respondents and 100%
of test recall respondent
intended to take action

**Exposure to articles increased
likelihood of action**

An incredible 99% of test respondents and 100% of test recall respondent intended to take action. The top two most common actions were visiting the Copenhagen Business School website and looking up the MBA programme.



Brand advocacy increased, too

Results suggest that exposure to the articles helped boost recommendations of Copenhagen Business School, with uplifts seen from control to test and test recall across three categories (promoters, very likely to recommend, likely to recommend).

Word of Mouth

	Control	Test	Test Recall
Top 2 ("Promoters")	40%	47% (+18% uplift)	50% (+25% uplift)
Top 3 ("Very likely")	70%	72% (+3% uplift)	76% (9% uplift)
Top 5 ("Likely")	92%	95% (+3% uplift)	95% (+3% uplift)

Likelihood to recommend Copenhagen Business School has shown directional improvements from Control to Test and Test recall, suggesting exposure to the articles has helped boost these results

Q14 On a scale of 0-10, how likely would you be to recommend Copenhagen Business School to family, friends or colleagues?

Base - All respondents. Control (150), Test (150), Test Recall (76)



200k+

site visitors each month

Make content marketing part of your toolkit

If you want to drive action and intent, content marketing must be part of your toolkit.

BusinessBecause works with schools around the world to help tell their story to over 200,000 site visitors each month. The BusinessBecause editorial team conceives, researches, and writes articles that are evergreen, shareable via social media, and ready to distribute on your business school's own channels.

Imagine the impact of a larger reach and increased effectiveness on your marketing and recruitment efforts. Contact us today to learn more at gmacmedia@gmac.com.

**Graduate
Management
Admission
Council™**